

Leaving Comments on Other People’s Websites and Blogs--A Great Way to Promote Your Book – Column #3

By Julia Schopick, PR Professional, and bestselling author, *HONEST MEDICINE: Effective, Time-Tested, Inexpensive Treatments for Life-Threatening Diseases*

This is the third and final column, written exclusively for ACAM members by bestselling author and public relations consultant Julia Schopick. In these columns, Ms. Schopick shares one very valuable online promotional method designed to help authors and practitioners sell books and build their practices.

In [last week’s ACAM column](#), I gave actual examples of comments I have left on high-profile (and some not-so-high profile) online publications and blogs. In each case, my comments were germane to one of the conditions I feature in my book, *HONEST MEDICINE: Effective, Time-Tested, Inexpensive Treatments for Life-Threatening Diseases*. I shared my examples so that you can use them as models for creating your own comments.

In this column, I will share a template with you that will guide you in how to create your blog comments.

A Template for Leaving Comments

1. First and foremost, start with an emotional connection to the topic. You may want to start by thanking the writer or poster. Be sure to show that you understand the problem, concern or issue expressed in the article. Making this personal and heartfelt connection is central to showcasing your expertise and humanity, drawing you closer to your readers.

For example, my comment about the Annette Funicello’s death from multiple sclerosis starts with a statement that shows my connection with and empathy for her: “I was so sad to hear about Annette Funicello’s death, although those of us

who knew about her long battle with MS were not at all surprised.” To see my comment in full, please go [here](#).

2. Next, mention your book as a resource in passing. If you don't yet have a book, mention your website and the key focus of your practice. Remember to always let your readers know that you are an expert on the topic you are commenting on.

An example from the Ken Baumann article on [Celebritydiagnosis.com](#) (and other sites): “I learned about Low Dose Naltrexone when writing my book, ‘Honest Medicine: Effective, Time-Tested, Inexpensive Treatments for Life-Threatening Diseases.’ ” To see my comment in full, go [here](#). (It’s the first comment, following the article.)

3. Whenever possible, share at least one other resource that isn't your book (or your practice) that adds to the conversation and shows your value. In this way, you show your breadth of the subject, and you share more of your expertise.

Again, from the Ken Baumann article: In my comments, I give links to two articles, published in PubMed—an official resource doctors find impressive, so that, if Crohn’s patients try to convince their doctors to let them try LDN, they will be hard pressed to dismiss this treatment out of hand. “There have been two studies that show . . .” (See the link directly above.)

Similarly, in my comment about the Ketogenic Diet, I included a link to the Charlie Foundation’s website, a website with hundreds of reliable resources.

All of these links add a huge amount of credibility to my comments.

4. End with a personal note, staying in the spirit of helpfulness and hope. For instance, in my comment about Ken Baumann’s experience with Crohn’s disease, I end with: “I hope that Ken Baumann will read this comment and will do his own research about LDN. I would be happy to help him in any way I can.”

5. Finishing note: In your signature, give your name, your website and, if possible, your book title, so people can find you. Here’s an example of how I finished one of my comments:

In response to the PaleoGal post: “Thanks so much. Julia Schopick www.HonestMedicine.com”

Now it's your turn again! Write another comment for a blog posting that is relevant to your area of expertise. Again, I recommend that you wait to post your comments, until you know that you are writing them effectively. Please consider taking advantage of my offer to ACAM members by writing to me at Julia@HonestMedicine.com with your blog comment, before you publish it. I'll be glad to review it and give you feedback. Then you'll be ready to post your first blog comment. I look forward to hearing from you!

ABOUT THE AUTHOR: PR professional, bestselling author and patient advocate, Julia Schopick runs the popular resource site, HonestMedicine.com. Her book, *HONEST MEDICINE: Effective, Time-Tested, Inexpensive Treatments for Life-Threatening Diseases*, has remained an Amazon.com best seller since its publication in 2011, thanks in a big part to the promotional strategy she describes in these columns for ACAM. Feel free to contact her with your book marketing questions at Julia@HonestMedicine.com. You may buy her book [here](#).